

Begin forwarded message:

From: Rebecca Hutchinson <rebecca@h-rpr.com>
Subject: Fwd: Larchmont utility boxes
Date: October 2, 2015 at 12:37:38 PM PDT
To: Tom Kneafsey <tom@metropolitanholding.com>
Cc: Heather Boylston <heather@h-rpr.com>

Are you OK with \$2900 vs \$2000?



Rebecca Hutchinson/ President + CEO, Even Days

rebecca@h-rpr.com / 323.646.6406

200 N. Larchmont Blvd.
Los Angeles, CA 90004
<http://www.h-rpr.com>



Begin forwarded message:

From: carmen zella <carmen@doartfoundation.org>
Subject: Re: Larchmont utility boxes
Date: October 2, 2015 at 12:22:43 PM PDT
To: Rebecca Hutchinson <rebecca@h-rpr.com>
Cc: Tom Kneafsey <tom@metropolitanholding.com>, Heather Boylston <heather@h-rpr.com>, Cadmar Work <cadmar@doartfoundation.org>

Hello Rebecca!

The Print Company has quoted the following for two boxes:

\$475 per box for material costs
\$250 per box for installation

Unfortunately that will exceed the price of our original quote of \$2,000 for 2 boxes):

Here is the breakdown:

Artist Fee:

\$500

Utility Box Printing:
\$800 x (2) = \$1,600

Do Art Fee:
@20% = \$400

Additional Anti-Graffiti Coating (the 3M vinyl is Graffiti Resistant, not 100% bullet proof)
\$200 per box for labor and product application = \$400

Total: \$2,900

Lets make sure that this works for you before I send a Deal Memo etc.

On Wed, Sep 30, 2015 at 11:19 AM, carmen zella
<carmen@doartfoundation.org> wrote:

Hello Rebecca~

Sounds great!

Our next steps will be the following:

1. Confirmation from the print company of \$ to do 2 boxes
2. Agreement for performance (Deal Memo) and invoice/W9
3. Assessment of cultural organizations/galleries to help post request for artist submissions OR if you have artists in mind, please send us their information!
4. Timeline to include delivery of artwork using Utility Box template and digital asset requirements
5. Installation of artwork

On Tue, Sep 29, 2015 at 5:52 PM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

Hi Carmen — it was great speaking with you on Friday! I got approval from our BID's executive director, Tom Kneafsey, to move forward with working with you on the 2 utility boxes for an estimated \$2K. We are excited!

We actually have some artwork already on the side of our Big Bellies that we really like so perhaps one of the artists can provide something that complements or incorporates that image? I'll get it to you asap.

Please remind me of immediate next steps.

Thanks,

Rebecca



Rebecca Hutchinson/ President + CEO, Even Days

rebecca@h-rpr.com / [323.646.6406](tel:323.646.6406)

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["A little inspiration goes a long way"](#)

Carmen Zella
Founder & Creative Director
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Begin forwarded message:

From: carmen zella <carmen@doartfoundation.org>
Subject: Re: Larchmont photo
Date: March 29, 2016 at 11:02:43 AM PDT
To: Heather Boylston <heather@h-rpr.com>
Cc: Rebecca Hutchinson <rebecca@h-rpr.com>, Tom Kneafsey <tom@metropolitanholding.com>, Ann Bridges <ann.bridges@mac.com>

That works for me~ Hopefully all the adjustments have been made by the installer.

Looking forward to meeting everyone in person!

On Tue, Mar 29, 2016 at 10:15 AM, Heather Boylston <heather@h-rpr.com> wrote:

Hi all,

The artwork has been installed and it looks great! I'd like dos schedule the photo shoot sometime later this week. Would Friday morning at 10 am work for everyone?



Heather Duffy Boylston / President + CEO, Odd Days
heather@h-rpr.com / [323-397-3446](tel:323-397-3446)

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On Mar 18, 2016, at 9:27 AM, carmen zella <carmen@doartfoundation.org> wrote:

Hello all,

So sorry - I put a lot of pressure on the printing company to convey why there is a delay. They told me the installer has the prints and should be finalizing by Saturday. They are behind and apologized....

I truly apologize as I'm frustrated and want to see this beautiful art up in your district!

On Wed, Mar 16, 2016 at 11:05 PM, Heather Boylston <heather@h-rpr.com> wrote:

Ann,

John Wellborne from the Larchmont Chronicle may be emailing you for an interview. We are going to have him run the images of your renderings if the artwork is not installed yet. Their deadline is Friday. Let me know if you have any questions about talking to him. Thanks!



Heather Duffy Boylston / President + CEO, Odd Days
heather@h-rpr.com / [323-397-3446](tel:323-397-3446)

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On Mar 16, 2016, at 10:20 PM, rebecca@h-rpr.com wrote:

Carmen - please reply all to confirm we are canceling tomorrow's 11am photo on Larchmont. I'm assuming the artwork can't be installed between now and then, right?!

Rebecca Hutchinson
Cell: [\(323\) 646-6406](tel:323-646-6406)

On Mar 16, 2016, at 9:24 PM, Heather Boylston <heather@h-rpr.com> wrote:

I just drove by and they are not installed. We were hoping to make deadline by Friday for the local paper.....



Heather Duffy Boylston / President + CEO, Odd Days
heather@h-rpr.com / [323-397-3446](tel:323-397-3446)

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On Mar 16, 2016, at 3:43 PM, rebecca@h-rpr.com wrote:

I'm on the road away from Larchmont and unable to check but there was no sign of progress today at 11:30. Please check in with Heather, copied, or [323-397-3446](tel:323-397-3446). Thanks.

Rebecca Hutchinson
Cell: [\(323\) 646-6406](tel:323-646-6406)

On Mar 16, 2016, at 3:28 PM, carmen zella
<carmen@doartfoundation.org> wrote:

Hello Rebecca I'm checking to see if the boxes have been installed?
Can you please give me a call back as I can't seem to reach my contact at the printing company.
[310.406.5055](tel:310.406.5055)

On Monday, March 14, 2016, carmen zella
<carmen@doartfoundation.org> wrote:

Hello Rebecca,

The printers are set to install in the next day or so. I apologize for the delay - and will call again tomorrow to ensure they are on

point.

It will only take them one afternoon to finalize.

On Mon, Mar 14, 2016 at 10:31 AM, <rebecca@h-rpr.com> wrote:

Hi Carmen. There's no sign of the art work on our utility boxes yet. Please LMK status. Is the photo on Thurs still doable?

Rebecca Hutchinson

Cell: [\(323\) 646-6406](tel:(323)646-6406)

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I will be on vacation from April 8th - April 23rd

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Begin forwarded message:

From: rebecca@h-rpr.com

Subject: Re: Larchmont utility boxes

Date: November 6, 2015 at 1:04:57 PM PST

To: carmen zella <carmen@doartfoundation.org>

Cc: Ma'ayan Dembo <maayan@doartfoundation.org>, Heather Boylston <heather@h-rpr.com>, Tom Kneafsey <tom@metropolitanholding.com>

Thank you and yes we have approval to move forward on everything.

Rebecca Hutchinson
Cell: (323) 646-6406

On Nov 6, 2015, at 11:13 AM, carmen zella <carmen@doartfoundation.org> wrote:

Hello Rebecca,

Here is an example of other fliers that were created and branded to fit this District.

To answer your question, YES - we would go back to the drawing board or solicit specific artists that we like in this case!

Best!

On Thu, Nov 5, 2015 at 2:54 PM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

Ma'ayan and Carmen — I'm awaiting final approval on this — will have it to you asap.

One question that came up: what if our board doesn't like any of the submissions? I'm sure this is HIGHLY unlikely, given your outlined process and two of the artists we know who are interested in submitting, but would we go back to the drawing board with submissions and gather more?



Rebecca Hutchinson/ President + CEO, Even Days

rebecca@h-rpr.com / [323.646.6406](tel:323.646.6406)

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On Nov 4, 2015, at 1:48 PM, Ma'ayan Dembo
<maayan@doartfoundation.org> wrote:

[Updated!](#)

On Tue, Nov 3, 2015 at 5:09 PM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

Thanks! There isn't a reference to the watercolor I had attached. Is that intentional or is there a way to let artists know that's what's already on the street?

I also realized I didn't attach the higher res logo — here you go. Is that high enough?

Timeline looks good!



Rebecca Hutchinson / President + CEO, Even Days

rebecca@h-rpr.com / [323.646.6406](tel:323.646.6406)

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On Nov 3, 2015, at 3:03 PM, carmen zella <carmen@doartfoundation.org> wrote:

Hello Rebecca & Heather~

We have modified the survey - please see your notes implemented. [Here](#)

How are these dates?

The timeline would go as follows:
Submission deadline - December 8th
Selection decided by - January 10th
Installation finished by - January 23rd

Best!

On Tue, Nov 3, 2015 at 8:06 AM, Heather@h-rpr.com <heather@h-rpr.com> wrote:

I think you covered it all, Rebecca. Thanks



Heather Duffy Boylston / President + CEO, Odd Days

heather@h-rpr.com / [323-397-3446](tel:323-397-3446)

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On Nov 3, 2015, at 7:57 AM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

Thank you, Ma'ayan! This looks great. A couple things:

— there are 2 places where Larchmont Village is referred to as “the” Larchmont Village. Please just take out “the”. It’s here and in the next line: **What is your favorite aspect of the Larchmont Village? ***

— we would like to be sure artists are aware of the BID’s description of our village, listed here <http://larchmontvillagebid.com/index.php>, and the artwork that’s already on the side of the Big Belly trash and recycling bins on the street (see attached)

— for the timeline, we’d like to have this installed in January instead of December. It might get lost in the holiday shuffle of all the things we have going on in the Village around Christmas if we install the art on 12/23

Heather and Tom, do you have anything to add?

Thank you!
Rebecca



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On Nov 2, 2015, at 1:24 PM, Ma'ayan Dembo <maayan@doartfoundation.org> wrote:

Hi Rebecca, Heather, and Tom,

[Here](#) is the Larchmont Village BID Utility Box survey that we will send out and promote as a call to artists.

Let me know if there are any comments or suggestions for the survey. I

would like to use a higher-resolution photograph of the BID's logo, so please send one my way.

The timeline would go as follows:
Submission deadline - November 18th
Selection decided by - November 25th
Installation finished by - December 23rd

Thank you very much,
Ma'ayan Dembo

On Wed, Oct 28, 2015 at 1:30 PM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

Wonderful, thanks! And you will send us an invoice, right?



Rebecca Hutchinson/ President + CEO, Even Days

rebecca@h-rpr.com / [323.646.6406](tel:323.646.6406)

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On Oct 28, 2015, at 11:46 AM, carmen zella
<carmen@doartfoundation.org> wrote:

Hello Rebecca!

Here is the countersigned!

From here we will customize the application form for Larchmont Village and place on websites and flyer - and set up a calendar for submissions and applications, and installation!

On Tue, Oct 27, 2015 at 4:20 PM, <rebecca@h-rpr.com> wrote:

Hi - Here's the signed agreement.

Begin forwarded message:

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From: carmen zella <carmen@doartfoundation.org>

Date: October 23, 2015 at 2:51:06 PM PDT

To: Rebecca Hutchinson <rebecca@h-rpr.com>

Subject: Re: Larchmont utility boxes

Hello Rebecca,

Please see the revised document.

Best!

On Thu, Oct 22, 2015 at 11:57 AM, Rebecca Hutchinson
<rebecca@h-rpr.com> wrote:

Thanks, great!

Just a couple changes before I send to our ED:

— please change the official name of our BID to Larchmont Village
BID (the “village” is missing in the doc)

— date says 9/10/15 in “Ownership” section — need to change

Thanks.

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On Oct 22, 2015, at 8:43 AM, carmen zella
<carmen@doartfoundation.org> wrote:

<DOART_DealMemo_LarchmontUtilityBoxes.pdf>

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<doc02111220151027152622.pdf>

<Larchmont_PanelArt_052913b.tiff>

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<LVBID_Logo_012314_FINAL.png>

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<SVBID Utility Box Art - Call for Artists V4.jpg>

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To: "Ma'ayan Dembo" <maayan@doartfoundation.org>

Cc: Rebecca Hutchinson <rebecca@h-rpr.com>, Heather Boylston <heather@h-rpr.com>, Tom Kneafsey <tom@metropolitanholding.com>

Hello Rebecca

From here we would like to disseminate a flyer and have this listed/attached to a page on your BID website.

Please send to us when you have arranged. Let us know when you need support!

On Wed, Nov 4, 2015 at 1:48 PM, Ma'ayan Dembo

<maayan@doartfoundation.org> wrote:

[Updated!](#)

On Tue, Nov 3, 2015 at 5:09 PM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

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<DOART_DealMemo_LarchmontUtilityBoxes.pdf>

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